

ABSTRACT

[59] Certain embodiments of the invention may be found in a method and system for sales process integration. Aspects of the invention may comprise connecting one or more sales processes having at least one of a plurality of contexts to one or more external processing resources. The contexts may comprise, for example, offer, vertical, channel, geography and customer. Notwithstanding, sales process related information may be acquired from one or more of the external processing resources and the acquired sales process related information may be processed. Resulting sales process related information may then be communicated to one or more of the sales processes. Acquiring sales process related information may occur in real-time or at a time subsequent to connecting one or more of the sales processes. Additionally the sales process integration may also include managing communication between one or more sales processes and one or more external processing resources.